

CLAIMS

I claim:

1. An advertising method comprising:
  - A. Providing a business card display rack;
  - 5 B. Displaying on said rack a plurality of hard-copy promotional items;
  - C. Providing with said rack an electronic display;
  - D. Serving advertising media from a server to said electronic display; and
  - 10 E. Displaying on said electronic display said advertising media.
2. The advertising method of claim 1, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.
- 15 3. The advertising method of claim 2, further comprising:
  - F. Charging an advertiser based on said display schedule.
4. An advertising system comprising:
  - 20 A. A business card display rack;
  - B. Displayed on said rack a plurality of hard-copy promotional items;
  - C. Displayed with said rack an electronic display;

D. Advertising media served from a server to said electronic display and displayed on said electronic display.

5 5. The advertising system of claim 4, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.

6. The advertising system of claim 5, further comprising:

10 E. means to charge an advertiser based on said display schedule.

7. An article of manufacture comprising:

A. A business card display rack;

B. Displayed on said rack a plurality of hard-copy promotional items;

15 C. Accompanying said rack an electronic display;

D. A server in communication with said electronic display;

E. said server storing advertising media displayable on said electronic display.

20 8. The advertising article of manufacture of claim 7, said advertising media displayed on said electronic display pursuant to a display schedule determined by said server.

9. The advertising article of manufacture of claim 8,  
further comprising:

F. means to charge an advertiser based on said display  
schedule.

5 10. The advertising article of manufacture of claim 9,  
further comprising:

G. a vertical frame mounting said electronic display  
substantially above said display rack.

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